

In the claims

1. (Currently Amended) A computer readable medium encoded with structured information for expressing specific business content, the structured information comprising:

a plurality of categories, wherein each category represents an aspect of [[the]] a particular business for which an instantiation of at least a portion of the structured information is applied; and

a plurality of elements associated with at least a subset of the plurality of categories, wherein each element represents a sub-aspect of the particular business for which an instantiation of at least a portion of the structured information is applied,

wherein the structured information is arranged hierarchically such that a particular business for which an instantiation of at least a portion of the structured information is applied is expressed hierarchically.

2. (Original) The computer readable medium of claim 1, wherein the structured information is extensible.

3. (Original) The computer readable medium of claim 1, wherein the structured information is developed using extensible markup language (XML).

4. (Original) The computer readable medium of claim 1, wherein the structured information expresses an advertising medium.

5. (Currently Amended) The computer readable medium of claim 1, wherein the structured information expresses the specific business content of a dining guide through an instantiation of at least a portion of the structured information for each of the particular businesses included in the dining guide and where the instantiation for each particular business is unique to the particular business for which the instantiation corresponds.

6. (Original) The computer readable medium of claim 1, wherein at least one of categories comprises a graphic, a cover, an index and a map.

7. (Original) The computer readable medium of claim 6, wherein the graphic comprises at least one item selected from the group consisting of an advertisement, amenities, advertiser descriptors and payment method.

8. (Original) The computer readable medium of claim 7, wherein the advertisement is identified by a universal directory advertising code (UDAC).

9. (Original) The computer readable medium of claim 7, wherein the advertisement is identified by an ad ID and a copy ID.

10. (Original) The computer readable medium of claim 6, wherein the graphic comprises a logo.

11. (Original) The computer readable medium of claim 1, wherein the structured information comprises a cuisine code.

12. (Original) The computer readable medium of claim 1, wherein at least some of the structured information is predetermined.

13. (Currently Amended) The computer readable medium of claim 12, wherein at least a portion of the structured information in an instantiation for a particular business includes an ad height and width that are predetermined.

14. (Currently Amended) A method of organizing information of at least one particular business related to content, comprising the steps of:

(a) identifying a plurality of categories related to the content, wherein the categories are pertinent at a single business level such that at least one of the categories of the plurality is pertinent to a particular business;

(b) identifying a plurality of elements associated respectively with at least a subset of the categories, wherein the elements are pertinent at a single business level such that at least one of the elements associated with the at least one of the categories is pertinent to the particular business;

(c) arranging the categories and elements in a hierarchical structure;

(d) encoding a computer readable format with the hierarchical structure; and

(e) encoding the computer readable format with the information for each particular business that is related to the content in accordance with the hierarchical structure[[,]]

~~wherein the categories and elements relate to a predetermined business.~~

15. (Original) The method of claim 14, wherein the hierarchical structure is arranged in accordance with a document type definition (DTD).

16. (Original) The method of claim 14, wherein the hierarchical structure is arranged in accordance with extensible markup language (XML) schema.

17. (Currently Amended) The method of claim 14, wherein the ~~predetermined business~~ encoded information for each particular business that is related to the content and that is in accordance with the hierarchical structure is publishing for generating a dining guide.

18. (Original) The method of claim 14, wherein the hierarchical structure comprises information related to restaurants.

19. (Original) The method of claim 14, wherein the hierarchical structure comprises categories and elements related to advertisements.

20. (Original) The method of claim 14, wherein the hierarchical structure comprises an identification of an advertisement type.

21. (Original) The method of claim 20, wherein the identification is a universal directory advertising code (UDAC).

22. (Original) The method of claim 20, wherein the hierarchical structure comprises information related to predetermined sizes of advertisements.

23. (Currently Amended) The method of claim 20, wherein the hierarchical structure comprises information related to at least one of an anchor listing for a first particular business, a coupon, a listing for a second particular business having a first size, a listing for a second particular business having a size double the first size and a listing for a third particular business having a size triple the first size.

24. (Original) The method of claim 14, wherein the hierarchical structure comprises information related to a graphic.

25. (Currently Amended) A method of organizing and storing information for at least one particular business, comprising the steps of:

- (a) selecting an extensible markup language (XML) format;
- (b) analyzing business specific content pertinent to each particular business;
- (c) identifying categories and elements related to the business specific content for each of the particular businesses;
- (d) organizing the categories and elements related to the business specific content for each of the particular businesses in a hierarchical structure, wherein the hierarchical structure includes a separate instantiation of the categories and elements for each of the particular businesses in accordance with the format selected in step (a);
- (e) storing information for each of the particular businesses in accordance with the hierarchical structure and the selected XML format such that the information pertinent to one particular business is stored in the instantiation of categories and elements pertinent to that one particular business; and
- (f) instantiating the stored information of the hierarchical structure in a predetermined format.

26. (Original) The method of claim 25, wherein the XML format is a document type definition (DTD).

27. (Original) The method of claim 25, wherein the business specific content comprises an advertisement.

28. (Original) The method of claim 25, wherein the business specific content comprises information related to a dining guide.

29. (Original) The method of claim 28, wherein the information related to a dining guide comprises advertisement types.

30. (Currently Amended) The method of claim 29, wherein the information related to a dining guide comprises at least one of a category and an element instantiated within the hierarchical structure for a first particular business and for at least one of a half page display advertisement, a full page display advertisement, an inside back cover advertisement, an inside front cover advertisement and an outside back cover advertisement.

31. (Original) The method of claim 28, wherein the information related to a dining guide comprises a graphic element.

32. (Original) The method of claim 28, wherein the information related to a dining guide comprises an identification of a plurality of cuisine types.